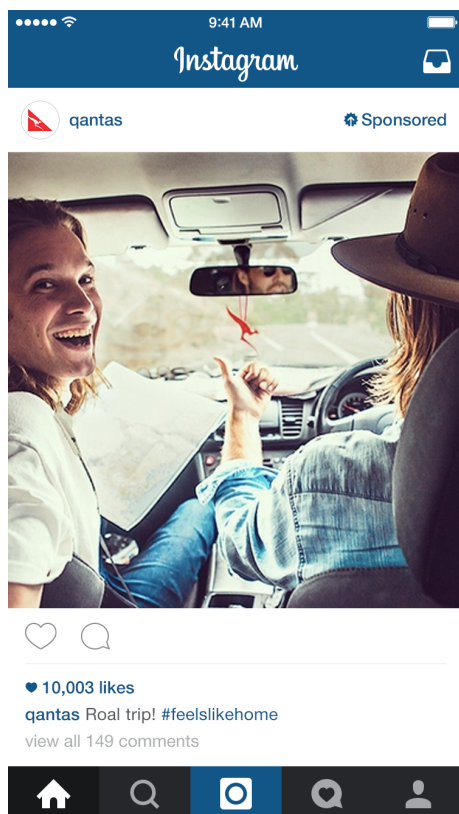




Home Is Where the Heart Is

Qantas used a combination of Instagram photo and video-sponsored posts to reach a new, younger audience and rekindle the emotional connection with its customers.



lift in ad recall



lift in message association

STORY

Flying high for almost a century

Founded in the Queensland Outback in 1920, Qantas has been awarded the title “world’s safest airline” and has become Australia’s largest domestic and international aviation company.

GOAL

Reconnecting with the “Red Roo”

Qantas used Instagram as a part of its “Feels Like Home” campaign, to further drive positive sentiment and message association between the brand and traveling home, with a younger 18- to 34-year-old audience.

SOLUTION

Home for a new generation

As the first Australian brand to run both a photo and video campaign on Instagram, Qantas developed creative that would resonate with the Instagram community of travel-savvy millennials.

Qantas crafted imagery that was tailor-made for the platform and depicted quintessentially summer moments — the past times that the target audience enjoy when they return home: surfing with friends, a day at the cricket or setting off for a road trip. While the 15-second videos featured raw and emotive scenes of real people reuniting at the airport with loved ones.

“*Integrating Instagram into our media plan allowed us to reach millennials on their mobiles with bespoke photo and video creative that effectively added emotive layers to our core brand message.*”

Jo Boundy
Head of Digital and Entertainment —
Brand, Marketing and Corporate Affairs
Qantas Airways Limited

The two-phase campaign successfully drove a significant lift in ad recall (over 30 points) and a four-point lift in message association between Qantas and “feels like home.”